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		Application Number	10/618			
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		Art Unit	2614			
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Total Number of Pages in This Submission		Attorney Docket Number	UV-174	UV-174 Cont. 2		
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Fee Transmittal Form		Drawing(s)		After Allowance Communication to TC		
Fee Attached		Licensing-related Papers		Appeal Communication to Board of Appeals and Interferences		
Amendment/Reply		Petition		Appeal Communication to TC		
After Final		Petition to Convert to a Provisional Application		(Appeal Notice, Brief, Reply Brief)		
		Power of Attorney, Revocati	on	Proprietary Information		
Affidavits/declaration(s)	_	Change of Correspondence		Status Letter		
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Printed name Brian E. Mack		_				
Date January 12, 2007		Reg. No.	57,189			
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PATENTS Attorney Docket No. UV-174 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

PATENT APPLICATION

Applicants : M. Scott Reichardt et al.

Application No.: 10/618,154 Confirmation No. 4144

Filed : July 11, 2003

For : SYSTEMS AND METHODS FOR COORDINATING

INTERACTIVE AND PASSIVE ADVERTISEMENT

AND MERCHANDISING OPPORTUNITIES

Group Art Unit : 2614

New York, New York 10020 January 12, 2007

Mail Stop Amendment Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Pursuant to 37 C.F.R. §§ 1.56 and 1.97, applicants

Sir:

hereby make the following references of record in the aboveidentified patent application:

U.S. Patent Documents

	Florin et al. Miller et al. Rowe et al. Noguchi et al. Alexander et al. Mugura, Kazuto Stautner et al. Schein et al. Goldman, Phillip Y	
6,928,652 7,058,635	Goldman, Phillip Y Shah-Nazaroff et a	

/Hoang Vu Nguyen Ba/

10/16/2008

The aforementioned references are listed on the accompanying Form PTO/SB/08A (submitted in duplicate).

Pursuant to 37 C.F.R. § 1.98(a)(2)(ii), copies of the above

"U.S. Patent Documents" are not provided.

Applicants reserve the right to establish the patentability of the claimed invention over any of the information provided herewith, and/or to prove that this information may not be prior art, and/or to prove that this information may not be enabling for the teachings purportedly offered.

It is respectfully requested that these documents be (1) fully considered by the United States Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application. Applicants request that a copy of Form PTO/SB/08A, as considered and initialed by the Examiner, be returned with the next communication.

This Statement is being submitted before the mailing of a First Office Action on the merits. Accordingly, applicants believe that no fee is due. If, however, a fee is due, the Director is hereby authorized to charge any such fee to Deposit Account No. 06-1075 (Order No. 003597-0174).

Consideration of the foregoing in relation to this patent application is respectfully requested.

Respectfully submitted,

Bran E. Mack
Registration No. 57,189
Agent for Applicants
FISH & NEAVE IP GROUP
ROPES & GRAY LLP
Customer No. 1473
1251 Avenue of the Americas
New York, New York 10020-1105
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Complete if Known 10/618.154 Application Number Filing Date July 11, 2003 First Named Inventor M. Scott Reichardt Art Unit 2614 Examiner Name

UV-174 Cont. 2

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary) Sheet

U. S. PATENT DOCUMENTS							
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ^{2 (f known)}	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear		
	1	5,583,560	12-10-1996	Florin et al.			
	\vdash	5,585,866	12-17-1996	Miller et al.			
	\top	5,812,123	09-22-1998	Rowe et al.			
	\top	6,034,677	03-07-2000	Noguchi et al.			
		6,617,931	01-23-2001	Alexander et al.			
		6,518,986	02-11-2003	Mugura, Kazuto			
		6,600,503	07-29-2003	Stautner et al.			
		6,732,369	05-04-2004	Schein et al.			
		6,928,652	08-09-2005	Goldman, Phillip Y.			
		7,058,635	06-06-2006	Shah-Nazaroff et al.			

Attorney Docket Number

Examiner Signature	/Hoang Vu Nguyen Ba/	Date Considered	10/16/2008
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Complete if Known 10/618.154 Application Number Filing Date July 11, 2003

INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary) of | 1 First Named Inventor M. Scott Reichardt 2614 Art Unit Examiner Name Attorney Docket Number UV-174 Cont. 2

			U. S. PATENT	DOCUMENTS	
Examiner Initials*	Cite No.1	Document Number Number-Kind Code ² (f known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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	T	6,928,652	08-09-2005	Goldman, Phillip Y.	
		7.058.635	06-06-2006	Shah-Nazaroff et al.	

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